

## Message Text

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PAGE 01 CAIRO 00924 251102Z

11

ACTION NEA-09

INFO OCT-01 ISO-00 EB-07 PER-01 SS-15 MMS-01 SP-02 ABF-01

RSC-01 /038 W

----- 038528

R 250931Z JAN 75

FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 1674

INFO AMEMBASSY ABU DHABI

AMEMBASSY DAMASCUS

AMEMBASSY MUSCAT

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY SANAA

AMEMBASSY ALGIERS

AMEMBASSY BEIRUT

AMCONSUL CASABLANCA

AMCONSUL DHAHRAN

AMEMBASSY RABAT

AMEMBASSY TRIPOLI

AMEMBASSY TUNIS

C O N F I D E N T I A L CAIRO 0924

STADIS////////////////////////////////////

EO 11652: GDS

TAGS: APER, BEXP, EG, LE

SUBJECT: ROLE AND STAFFING OF REGIONAL TRADE DEVELOPMENT  
OFFICE (RTDO)

REF: STATE 15785

1. DURING LAST YEAR RTDO BEIRUT HAS ASSISTED IN FOLLOWING AREAS:

A. SPECIAL TRADE PROMOTION EVENT - RECRUITMENT OF PARTICIPANTS  
FOR THE COMMERCIAL PRESENCE FAIR AT THE CAIRO INTERNATIONAL  
EXHIBITION. US PARTICIPATION WOULD NOT HAVE BEEN POSSIBLE  
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WITHOUT ASSISTANCE OF EMBASSY BEIRUT. CONSIDERABLE EFFORT

HAS BEEN EXPENDED BY RTDO ON THIS EXHIBITION. EMBASSY SUSPECTS, HOWEVER, THAT IT WILL BECOME INCREASINGLY DIFFICULT TO RECRUIT PARTICIPANTS FOR TURE SPECIAL TRADE PROMOTION EVENTS FROM AMERICAN BUSINESS COMMUNITY IN BEIRUT. FOR EXAMPLE, IF US PARTICIPATES IN THE 1976 CAIRO INTERNATIONAL FAIR, US RECRUITMENT OF EXHIBITORS WILL PROBABLY BE NECESSARY BECAUSE OF ALREADY LIMITED NUMBER OF AMERICAN FIRMS IN BEIRUT AVAILABLE TO PARTICIPATE IN CAIRO EXHIBITION THIS YEAR. IT SEEMS INEVITABLE THAT, WITH INCREASING COMMERCIAL INTERESTS IN REGION AND LIMITED NUMBER OF FIRMS WITH OFFICES IN MIDDLE EAST, RECRUITMENT FOR TRADE PROMOTION EVENTS WILL HAVE TO SHIFT MORE TO U.S.

B. MARKET RESEARCH - RTDO ASSISTED IN CONTRACTING WITH LOCAL FIRM FOR SEVERAL MARKET RESEARCH PROJECTS. EMBASSY EXPERIENCE WITH LOCAL MARKET SUGGESTS RESEARCH DESIGN IS MORE IMPORTANT THAN CONTRACTING PROCEDURES. RESEARCH DESIGN CAN BE BEST DONE BY A SPECIALIST IN THE PARTICULAR INDUSTRY OR PRODUCT. THIS TYPE OF EXPERTISE NOT AVAILABLE IN EMBASSY OR FROM RTDO.

C. TRADE OPPORTUNITIES - INFORMATION COPIES OF CAIRO TRADE OPPORTUNITIES ARE ROUTINELY SENT TO BEIRUT. RTDO AND STAFF HAVE QUICKLY AND EFFICIENTLY DISTRIBUTED TRADE OPPORTUNITIES TO APPROPRIATE FIRMS. VISITING BUSINESSMEN FROM BEIRUT HAVE INDICATED THEY VALUE THIS SERVICE.

D. REGIONAL COMMERCIAL NEWSLETTER - EMBASSY RECEIVES THIS PUBLICATION PREPARED BY RTDO STAFF AND INTENDS TO MAKE INCREASED USE OF IT IN COMING MONTHS WITH EGYPTIAN BUSINESSMEN. EMBASSY HAS NO IMMEDIATE PLANS OR STAFF TO PREPARE ITS OWN COMMERCIAL NEWSLETTER.

2. DISTRIBUTION OF TRADE OPPORTUNITIES AND PUBLICATION OF THE REGIONAL COMMERCIAL NEWSLETTER WERE CARRIED OUT BY EMBASSY BEIRUT PRIOR TO THE ESTABLISHMENT OF THE RTDO. THESE ACTIVITIES SHOULD BE CONTINUED EITHER BY COMMERCIAL ATTACHE OR RTDO.

3. LOCATION OF THE RTDO ELSEWHERE THAN BEIRUT DOES NOT APPEAR  
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ADVANTAGEIOUS. AMBASSADOR IS STRONGLY OPPOSED TO LOCATING REGIONAL OFFICES IN CAIRO, WHERE AS MATTER OF POLICY WE WISH KEEP LOW PROFILE AND LIMIT STAFF EXCLUSIVELY TO CAIRO MISSION ORIENTED PERSONNEL. UTILITY OF RTDO FOR CAIRO WOULD BE SUBSTANTIALLY REDUCED IF HE WERE NOT IN PROXIMITY OF REGIONAL AMERICAN BUSINESS COMMUNITY IN BEIRUT.

4. ADDITIONAL COMMERCIAL POSITIONS APPEAR TO BE REQUIRED IN A

NUMBER OF COUNTRIES IN THE AREA. THUS, CORE QUESTION MAY BE  
WHETHER USG RESOURCES BETTER ALLOCATED IN SUPPORT OF NORMAL  
COMMERCIAL/ECONOMIC FUNCTIONS OR IN SUPPORT OF SPECIAL  
TRADE PROMOTION EVENTS. FROM THIS VANTAGE POINT, WE SUSPECT  
MORE RESOURCES ARE REQUIRED FOR BOTH.  
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**Channel Indicators:** n/a  
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**Concepts:** n/a  
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**Status:** NATIVE  
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**TAGS:** APER, BEXP, EG, LE  
**To:** STATE  
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